



April 11, 2008

Dear Federal Communications Commission,

For over 60 years, the American Cancer Society, the nationwide, community-based voluntary health organization, has been dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy and service.

With 13 divisions nationwide, the American Cancer Society keeps a constant pulse in every community. Last year in Connecticut, more than 7,500 rides to and from treatment for cancer patients were provided through the Society's Road to Recovery program. Now celebrating 25 years, more than 100 Connecticut children with cancer enjoyed outdoor adventures of camping and natural exploration each summer at the Society's Camp Rising Sun in Colebrook. More than 900 women participated in our Look Good, Feel Better program. More than 10,000 people walked in Making Strides Against Breast Cancer to fund research, increase awareness, and promote early detection. More than 50,000 participants celebrate, remember and fight back through Relay For Life at 60 events throughout Connecticut. Quick, comprehensive cancer information was dispersed to nearly 14,000 Connecticut residents through the Society's toll-free number and website last year.

Without the help of NBC 30, the American Cancer Society would not be so established in the communities throughout Connecticut. Two years ago the American Cancer Society and NBC 30 formed a partnership through the stations

campaign, “Partners in a Caring Community.” Under the direction of the Community Projects Manager, Emma Asante, NBC 30 has not only kept the American Cancer Society in the public eye, but has shown steady and enthusiastic support for the Society’s mission through the promotion of development events and cancer control activities.

Through PSA production and secured air time, NBC 30 has supported the Great American Smokeout, Daffodil Days, Relay For Life, Making Strides Against Breast Cancer, plus news coverage and personality appearances throughout the year. From the sales departments’ efforts in securing buys underwritten by advertisers, to Bob Maxon’s role as the Society’s spokesperson for the station, NBC 30 truly embraces and dedicates itself to the cancer cause.

The American Cancer Society can not imagine a better partner for a caring community and is extremely grateful for all the promotion of The Society’s lifesaving mission.

Sincerely,

Patrice Bedrosian  
State Director of Communications  
AMERICAN CANCER SOCIETY  
538 Preston Avenue  
Meriden, CT 06450  
203.379.4840  
[Patrice.bedrosian@cancer.org](mailto:Patrice.bedrosian@cancer.org)